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# CheapSally.com Announces Launch of Promotional and Discount Code Website

CheapSally.com launches a quality driven promotional and discount code website for online consumers

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**October 21, 2010 (Newswire.com)** - CheapSally.com is the hottest new discount and promotional code website in the space. Rather than discount codes being a consumer afterthought, CheapSally.com is a true online destination and community for all internet users and shoppers alike. The website aims to bring added value to the vendors and advertisers they work with, as well as providing quality, relevant discounts to consumers shopping for the best deals online.

The CheapSally.com team is a collaborative, all-star cast of marketing and branding professionals, including industry veteran John Hilinski (a co-founder of legendary search engine AltaVista), SEO expert and internet marketing guru Dylan Whitman, Director of Strategy for San Diego based Flank Marketing, Public Relations agency J Public Relations, a top international luxury lifestyle agency, and James Brennan, a successful Southern California branding strategist known for creating thriving, game changing concepts in the Southern California hospitality scene. Project efforts are being managed by Couponing veteran Tyler Stauss.

Using proprietary technology and ultra-targeted marketing, CheapSally.com estimates an approximate subscriber list of over 2.5 million double opt in USPS verified consumers, specifically interested in the offerings of CheapSally.com and its partners and advertisers. Additionally, consumers may subscribe at CheapSally.com to receive bi-weekly newsletter e-mails with the most popular coupons and deals. CheapSally.com strives to be every online consumer's favorite one-stop coupon code website because of its unparalleled quality and consumer satisfaction.

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